

**APPROVED MINUTES  
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
REGULAR MEETING  
Monday, July 12, 2021, 3:30 P.M.  
CITY HALL, 8<sup>th</sup> Floor Conference Room  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301**

MEMBERS	September 2020 – August 2021				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	11	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	11	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> (arrived at 3:38 p.m.) Michael Chiusano, Alternate	P	7	4	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	A	9	2	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	8	3	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	6	5	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	10	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	9	2	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	4	2	0	0

**Staff**

Cija Omengebar, CRA Planner  
Clarence Woods, Northwest CRA Manager  
Tasha Cunningham, BID Manager  
Arianne Glassman, Website Manager  
Vanessa Martin, Business Manager  
Lisa Tayar, Prototype, Inc.

**Guests**

Ina Lee

**I. Call to Order / Roll Call / Quorum**

The meeting was called to order at 3:32 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

**II. Approval of Meeting Minutes**

- **Regular Meeting – May 10, 2021**
- **Regular Meeting – June 21, 2021**

**Motion** made by Mr. Hughes, seconded by Mr. Fleming, to approve the minutes of the May 10 and June 21, 2021, Regular Meetings. In a voice vote, the **motion** passed unanimously.

**III. Breakers Avenue Update**

Clarence Woods, Northwest CRA Manager, provided an update on the legal opinion from the City Attorney. He noted City Attorney Memo No. 21-093 was attached for the record, opining that spending of BID funding outside of A1A for physical improvements would not constitute an allowable expense.

Chair MacDiarmid asked who would be responsible for letting the developers on the project know about the decision.

Mr. Woods stated the Transportation and Mobility Department had received the memo and would be able to inform the developers. He reiterated that it was not the BID or the CRA denying the funding. He noted the Board had previously taken action to approve the funding subject to the legal opinion.

**IV. BID Rebranding Strategy Plan**

Tasha Cunningham, BID Manager and Arianne Glassman, Website Manager, shared a PowerPoint presentation integrating the new logo into a new rebranding strategy.

Ms. Cunningham reviewed the goals of the rebrand and explained how resources would be leveraged. She shared statistics showing the current state of the travel economy and

discussed the trends. She stated the branding would move away from the area's image as a Spring Break haven and position Fort Lauderdale Beach as a world-class travel destination. She discussed key audiences and concentration on promoting staycations to South Florida residents. Continuing, Ms. Cunningham reviewed partnership opportunities, including working with micro and macro influencers to engage on social media. She discussed strategies.

Continuing, Ms. Cunningham explained staff wanted to create [discoverftlbeach.com](http://discoverftlbeach.com) to match the ongoing campaign, but that would be a time-consuming process, so in the meantime a vanity URL was created to forward to [www.MyFortLauderdaleBeach.com](http://www.MyFortLauderdaleBeach.com), the current BID-funded website. She asked the Board to consider the options and provide feedback.

Ms. Cunningham stated she was also working with Cija Omengebar, CRA Planner, to revise the BID application process to hold grant applicants more accountable for marketing. She explained they would like to add a marketing review meeting to meet with the event producers to go over their sponsorship deck and use of the BID logo. She suggested tying the grant funds to a metric to ensure Return on Investment (ROI). Ms. Cunningham reviewed the proposed timeline and budget range for the rebranding effort.

Chair MacDiarmid expressed appreciation for the ROI being included in the plan. She added that she liked the marketing review meeting and the report after the event.

Ina Lee commented that a lot of the marketing seemed to be going after millennials, but if you ask the hotel General Managers, their markets are older. She stated that [myfortlauderdalebeach.com](http://myfortlauderdalebeach.com) had been developing traction for many years, and she had concern about changing.

Ms. Cunningham responded that the original thought was to merge the sites and stated Ms. Glassman would talk more about that.

Ms. Lee stated that 10 percent of the CVB's marketing budget was going toward a luxury campaign, and she thought it was important to tie into what they were doing and work closely together. She noted it would be extremely important as tourism became more competitive again to go after that market. Ms. Lee stated that it had been a challenging year and she liked the work that was going into the BID's efforts.

Ms. Glassman continued to review the PowerPoint presentation, discussing the migration strategy for the website. She shared the history and stated they did not want to start with a new domain from scratch, as the current site has domain authority and was gaining traction online. She discussed strengths of the site, including searchability. Ms. Glassman addressed objectives of the website, including capitalizing on the marketing campaign, and developing a new narrative to recognize the BID. She reviewed the planned content for the new site.

Mr. Hughes asked about the website traffic analytics, noting the organic search was high

and social media was low. He asked if the recommendation was to spend some money on social media to increase that.

Ms. Glassman responded that organic, direct, and referral traffic were free, but social media costs money, and there has not been a budget for that. She noted there used to be a line item for the expense.

Mr. Hughes asserted that this represented an opportunity.

Ms. Glassman continued reviewing the PowerPoint, discussing the BID's social media presence and audience. She addressed Generation X as an underrepresented market. She discussed email marketing and contest promotions.

Mr. Fleming asked if the proposal was to maintain two (2) websites.

Ms. Cunningham stated they wanted to make the website match the campaign, and the options were to reskin the current website to match the campaign or do a completely different website.

Mr. Fleming stated that he thought the BID should keep the site already in place and forward things on.

Chair MacDiarmid asked how the followers would be kept if the site was transferred.

Ms. Glassman noted that staff did not agree on the issue. She stated the campaign would be at [discoverftlbeach.com](http://discoverftlbeach.com), but she was not sure if it was the long term. She discussed the idea of keeping a BID site and a forward-facing that kept the "my" in place. She noted everything would be built together, but traffic could be built separately.

Chair MacDiarmid asked the next steps.

Ms. Omengabar stated there are costs associated with all the work that goes into the website and pointed the Board toward the budget in the meeting backup materials.

Chair MacDiarmid asked for clarification on the costs.

Ms. Cunningham responded that there was a range for the Board to use in determining what to allocate.

Discussion continued regarding the consumer-facing website and business site, as well as the budget for the rebranding strategy.

Ms. Omengabar suggested holding the decision until after the budget review.

## **V. Discussion and Recommendation of BID Budget Fiscal Year 2022**

Ms. Omengebar explained the budget handout. She explained that if the Board approved all proposed funds, there would be \$157,000 uncommitted.

Vanessa Martin, Business Manager, presented the proposed budget. She noted the cost for staff time was deleted, and \$723,000 was in reserve. She stated that anything that could be figured out ahead of budget time was helpful, because otherwise budget amendments would be required.

Mr. Fleming suggested if the Board wanted to move forward with the rebranding, the funds should be pulled from reserves, as it would be a commitment to the future.

Ms. Martin explained that if pulling from reserves was the direction of the Board, she would make a one (1) time move at the time of budget adoption.

Chair MacDiarmid asked for clarification on what happens to funds not used.

Ms. Martin responded that the funds would go into reserves.

Discussion continued regarding the budget and allocation of grants to applicants.

Ms. Omengebar explained that recommending the budget for approval was an understanding that the total allotment was \$1.16 million, but individual grants would still need to go before the Board for approval.

Chair MacDiarmid asked for and received consensus on moving funds from reserves for the rebranding project.

Ms. Omengebar explained the procurement process briefly.

**Motion** made by Mr. Hughes, seconded by Mr. Esteves, to move \$200,000 from reserves to the general budget for FY 2022. In a voice vote, the **motion** passed unanimously.

**Motion** made by Mr. Fleming, seconded by Mr. Kusich, to approve the FY 2022 budget as amended. In a voice vote, the **motion** passed unanimously.

## **VI. BID Manager Update**

- **Co-Op Promotional Campaign Update**
- **BID Applications – Potential Applicants**

Ms. Cunningham gave a brief update, explaining a press release would be sent out shortly and information would be available at the next meeting. She shared the list of potential grant applicants and stated the presentations would be in August and September.

Mr. Fleming asked about incorporating web links into the expectations placed on events funded by the BID, similar to the benefit received from the Tortuga Festival.

Ms. Cunningham stated she would be making sure all of the applicants had a robust marketing plan linking back to the BID.

Ms. Glassman stated the Board and staff had previously worked with Tortuga to benefit the BID area beyond a logo and link.

## **VII. Communications to the City Commission**

None.

## **VIII. Old/New Business**

### **• Staffing Transition**

Ms. Omengebar stated the BID would be transitioning to management by Sara Spurlock and noted she would likely attend the next meeting.

Chair MacDiarmid added that Ms. Spurlock would be the new Clarence Woods.

### **• Holiday Display Preference Update**

Ms. Omengebar stated there had only been four (4) members at the last meeting, so additional feedback on the options for the snowman was needed.

Chair MacDiarmid noted they had asked for the QR code to be added. Ms. Cunningham stated that the QR code had been created and shared with the City.

### **• Lifeguard Towers Enhancement Update**

Ms. Omengebar noted the Board had asked for an update on the lifeguard tower enhancement. She stated the Parks and Recreation Arts Board was working on the project and were currently in the process of selecting artists.

### **• Las Olas Marina Detour Plan Update**

Ms. Omengebar stated she did not yet have a schedule for the Las Olas Marina detour. She explained a licensing agreement had been signed and the project was in the permit process. She noted they should have an update by September, and she would reach out to their public information office to remind them that a presentation was needed.

### **• August Meeting Agenda Item Recommendations**

- **South Beach Lot Project Update**
- **BID Funding Applications**
- **Tortuga Festival Update**

Ms. Omengebar shared items planned for the August agenda, including funding applications for FY 2022.

Ms. Lee stated the Beach Boys concert had been broadcast live on CNN globally, and asserted that they should promote it widely, because you can't buy that kind of publicity. She added that the beach had never seen this concentration of fourth quarter events, and she thought there needed to be overarching public relations press releases from the BID.

Ms. Cunningham responded that was in the plan.

Ms. Lee asked what the Board had determined about the website issue.

Mr. Hughes stated there would be two (2) websites.

Ms. Cunningham stated the campaign was "Discover FTL Beach," so staff had purchased the website and set it up to forward to myfortlauderdalebeach.com. She outlined the call to action and advertisement utilizing the site.

Discussion continued regarding the website. No decision was made.

## **IX. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 5:09 p.m. The next Regular Meeting of the BID is scheduled for August 9, 2021, at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

### **Attachments:**

BID Manager Update PowerPoint presentation  
City Attorney Memo No. 21-093